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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/519,245	03/06/2000	Chaitanya Kanojia	2657.2001003	8263
21005	7590	08/16/2004	EXAMINER	
HAMILTON, BROOK, SMITH & REYNOLDS, P.C.			CARLSON, JEFFREY D	
530 VIRGINIA ROAD			ART UNIT	PAPER NUMBER
P.O. BOX 9133				3622
CONCORD, MA 01742-9133				

DATE MAILED: 08/16/2004

Please find below and/or attached an Office communication concerning this application or proceeding.

Interview Summary	Application No.	Applicant(s)	
	09/519,245	KANOJIA ET AL.	
	Examiner Jeffrey D. Carlson	Art Unit 3622	

All participants (applicant, applicant's representative, PTO personnel):

(1) Jeffrey D. Carlson. (3) _____.
 (2) Todd Gerety. (4) _____.

Date of Interview: 04 August 2004.

Type: a) Telephonic b) Video Conference
 c) Personal [copy given to: 1) applicant 2) applicant's representative]

Exhibit shown or demonstration conducted: d) Yes e) No.
 If Yes, brief description: _____.

Claim(s) discussed: Proposed claim 1 (attached in file).

Identification of prior art discussed: Rosser, Khoo et al, Marsh et al, newly cited Tso et al reference.

Agreement with respect to the claims f) was reached. g) was not reached. h) N/A.

Substance of Interview including description of the general nature of what was agreed to if an agreement was reached, or any other comments: Applicant's proposed limitations to claim 1 appear to define over the applied references, but examiner intends to more fully review the references. Newly cited Tso et al reference appears valuable as it teaches several of the proposed features.

(A fuller description, if necessary, and a copy of the amendments which the examiner agreed would render the claims allowable, if available, must be attached. Also, where no copy of the amendments that would render the claims allowable is available, a summary thereof must be attached.)

THE FORMAL WRITTEN REPLY TO THE LAST OFFICE ACTION MUST INCLUDE THE SUBSTANCE OF THE INTERVIEW. (See MPEP Section 713.04). If a reply to the last Office action has already been filed, APPLICANT IS GIVEN ONE MONTH FROM THIS INTERVIEW DATE, OR THE MAILING DATE OF THIS INTERVIEW SUMMARY FORM, WHICHEVER IS LATER, TO FILE A STATEMENT OF THE SUBSTANCE OF THE INTERVIEW. See Summary of Record of Interview requirements on reverse side or on attached sheet.

Examiner Note: You must sign this form unless it is an attachment to a signed Office action.


 Examiner's signature, if required

Summary of Record of Interview Requirements

Manual of Patent Examining Procedure (MPEP), Section 713.04, Substance of Interview Must be Made of Record

A complete written statement as to the substance of any face-to-face, video conference, or telephone interview with regard to an application must be made of record in the application whether or not an agreement with the examiner was reached at the interview.

Title 37 Code of Federal Regulations (CFR) § 1.133 Interviews

Paragraph (b)

In every instance where reconsideration is requested in view of an interview with an examiner, a complete written statement of the reasons presented at the interview as warranting favorable action must be filed by the applicant. An interview does not remove the necessity for reply to Office action as specified in §§ 1.111, 1.135. (35 U.S.C. 132)

37 CFR §1.2 Business to be transacted in writing.

All business with the Patent or Trademark Office should be transacted in writing. The personal attendance of applicants or their attorneys or agents at the Patent and Trademark Office is unnecessary. The action of the Patent and Trademark Office will be based exclusively on the written record in the Office. No attention will be paid to any alleged oral promise, stipulation, or understanding in relation to which there is disagreement or doubt.

The action of the Patent and Trademark Office cannot be based exclusively on the written record in the Office if that record is itself incomplete through the failure to record the substance of interviews.

It is the responsibility of the applicant or the attorney or agent to make the substance of an interview of record in the application file, unless the examiner indicates he or she will do so. It is the examiner's responsibility to see that such a record is made and to correct material inaccuracies which bear directly on the question of patentability.

Examiners must complete an Interview Summary Form for each interview held where a matter of substance has been discussed during the interview by checking the appropriate boxes and filling in the blanks. Discussions regarding only procedural matters, directed solely to restriction requirements for which interview recordation is otherwise provided for in Section 812.01 of the Manual of Patent Examining Procedure, or pointing out typographical errors or unreadable script in Office actions or the like, are excluded from the interview recordation procedures below. Where the substance of an interview is completely recorded in an Examiners Amendment, no separate Interview Summary Record is required.

The Interview Summary Form shall be given an appropriate Paper No., placed in the right hand portion of the file, and listed on the "Contents" section of the file wrapper. In a personal interview, a duplicate of the Form is given to the applicant (or attorney or agent) at the conclusion of the interview. In the case of a telephone or video-conference interview, the copy is mailed to the applicant's correspondence address either with or prior to the next official communication. If additional correspondence from the examiner is not likely before an allowance or if other circumstances dictate, the Form should be mailed promptly after the interview rather than with the next official communication.

The Form provides for recordation of the following information:

- Application Number (Series Code and Serial Number)
- Name of applicant
- Name of examiner
- Date of interview
- Type of interview (telephonic, video-conference, or personal)
- Name of participant(s) (applicant, attorney or agent, examiner, other PTO personnel, etc.)
- An indication whether or not an exhibit was shown or a demonstration conducted
- An identification of the specific prior art discussed
- An indication whether an agreement was reached and if so, a description of the general nature of the agreement (may be by attachment of a copy of amendments or claims agreed as being allowable). Note: Agreement as to allowability is tentative and does not restrict further action by the examiner to the contrary.
- The signature of the examiner who conducted the interview (if Form is not an attachment to a signed Office action)

It is desirable that the examiner orally remind the applicant of his or her obligation to record the substance of the interview of each case. It should be noted, however, that the Interview Summary Form will not normally be considered a complete and proper recordation of the interview unless it includes, or is supplemented by the applicant or the examiner to include, all of the applicable items required below concerning the substance of the interview.

A complete and proper recordation of the substance of any interview should include at least the following applicable items:

- 1) A brief description of the nature of any exhibit shown or any demonstration conducted,
- 2) an identification of the claims discussed,
- 3) an identification of the specific prior art discussed,
- 4) an identification of the principal proposed amendments of a substantive nature discussed, unless these are already described on the Interview Summary Form completed by the Examiner,
- 5) a brief identification of the general thrust of the principal arguments presented to the examiner,
(The identification of arguments need not be lengthy or elaborate. A verbatim or highly detailed description of the arguments is not required. The identification of the arguments is sufficient if the general nature or thrust of the principal arguments made to the examiner can be understood in the context of the application file. Of course, the applicant may desire to emphasize and fully describe those arguments which he or she feels were or might be persuasive to the examiner.)
- 6) a general indication of any other pertinent matters discussed, and
- 7) if appropriate, the general results or outcome of the interview unless already described in the Interview Summary Form completed by the examiner.

Examiners are expected to carefully review the applicant's record of the substance of an interview. If the record is not complete and accurate, the examiner will give the applicant an extendable one month time period to correct the record.

Examiner to Check for Accuracy

If the claims are allowable for other reasons of record, the examiner should send a letter setting forth the examiner's version of the statement attributed to him or her. If the record is complete and accurate, the examiner should place the indication, "Interview Record OK" on the paper recording the substance of the interview along with the date and the examiner's initials.

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.
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Telephone: (978) 341-0036

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FACSIMILE COVER SHEET

Date: August 3, 2004

To: Examiner Jeffrey Carlson

Client Code: 2657

Facsimile No.: 703-746-3219

From: Todd A. Gerety, Esq.

Subject: Application No.: 09/519,245

Filed: March 6, 2000

Examiner Interview

Number of pages including this cover sheet: 7

Please confirm receipt of facsimile: Yes X No

Comments:

Dear Examiner Carlson,

Attached please find an Applicant Initiated Interview Request Form as well as a Proposed Claims for Second RCE for discussion during Examiner Interview on August 4, 2004 at 2:30 p.m.

Privileged and Confidential - All information transmitted hereby is intended only for the use of the addressee(s) named above. If the reader of this message is not the intended recipient or the employee or agent responsible for delivering the message to the intended recipient(s), please note that any distribution or copying of this communication is strictly prohibited. Anyone who received this communication in error is asked to notify us immediately by telephone and to destroy the original message or return it to us at the above address via first class mail.

HAMILTON, BROOK, SMITH & REYNOLDS, P.C.

Applicant Initiated Interview Request Form

Application No.: 09/519,245 First Named Applicant: Chaitanya KanojiaExaminer: Jeffrey D. Carlson Art Unit: 3622 Status of Application: Final Rejection

Tentative Participants:

(1) Todd A. Gerety (2) Jeffrey D. Carlson
(3) _____ (4) _____Proposed Date of Interview: 8/4/04 Proposed Time: 2:30 p.m. (AM/PM)

Type of Interview Requested:

(1) Telephonic (2) Personal (3) Video ConferenceExhibit To Be Shown or Demonstrated: YES NO

If yes, provide brief description: _____

Issues To Be Discussed

Issues (Ref., Obj., etc.)	Claims / Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>103 Rejection</u>	<u>Claims 1 and 10</u>	<u>Rosser, Khoo</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	<u>Marsh, and</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	<u>Tso (6,047,327)</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

 Continuation Sheet Attached

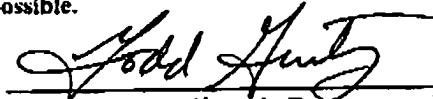
Brief Description of Arguments to be Presented:

See attached Proposed Claims for Second Request for Continued Examination

An interview was conducted on the above-identified application on _____

NOTE: This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 C.F.R. § 1.133(b)) as soon as possible.



(Applicant/Applicant's Representative Signature)

(Examiner/SPE Signature)

2657.2001-003
@PFDekstop\::ODMA/MHODMA/HBSR05;iManage;481621;1

PROPOSED CLAIMS FOR SECOND RCE

What is claimed is:

1. (Currently amended) A system for targeting content to network devices over a data network, comprising:
 - a profile store that stores user profiles for plural network devices, each user profile including user and device addressing information;
 - the profile store storing a group profile that includes attributes for targeting content;
 - a content store for storing content that is associated with the group profile;
 - a bulk data transfer manager that has access to the content store;
 - a system manager matching the user profiles to the group profile to target the content to one or more of the plural network devices;
 - the system manager generating individual scheduling messages for the targeted network devices from the device addressing information of the matched user profiles, the messages scheduling download and activation of the content;
 - and
 - the system manager initiating delivery of the scheduling messages to the targeted network devices at a time when bandwidth utilization is minimal to cause the targeted network devices to download and activate the content according to the scheduling messages;
 - at each of the targeted network devices, a system agent and a bulk data transfer agent executing in the targeted network device, the system agent receiving one of the scheduling messages delivered from the system manager;
 - the system agent directing the bulk data transfer agent to establish a connection to the bulk data transfer manager and to download the content

identified in the scheduling message;

the bulk data transfer agent initiating a connection to the bulk data transfer manager and requesting the content identified in the scheduling message;

the bulk data transfer manager downloading the requested content from the content store to the bulk data transfer agent; and

the system agent activating the downloaded content at a later time according to the scheduling message free of user intervention.

2. (Canceled)

3. (Original) A system as recited in Claim 1, further comprising:

a bulk data transfer manager that has access to the content store; and
a bulk data transfer agent executing in the network devices that requests the content from the bulk data transfer manager, the bulk data transfer manager downloading the content from the content store to the bulk data transfer agent, which stores the content on the network device;

4. (Original) A system as recited in Claim 3, further comprising a system agent, executing in the network device, the system manager requesting the system agent to download the content, and the system agent requesting the bulk data transfer agent to download the content from the bulk data transfer manager.

5. (Original) A system as recited in Claim 1, further comprising a management console that provides an interface for an advertiser to identify content for deployment on the network devices and group profile information to which the content is to be sent.

6. (Original) A system as recited in Claim 1, further comprising:
a logging agent executing on the network device for gathering user

information, the gathered user information being stored as user profile information associated with the network device.

7. (Original) A system as recited in Claim 1, wherein the content is displayed on a television display device of the targeted network devices based on activation criteria.
8. (Original) A system as recited in Claim 1, further comprising a promotion notification agent executing on the network device; wherein the downloaded content is activated in response to an event.
9. (Previously presented) A system as recited in Claim 8, wherein the event is defined in response to a selected channel for a television display device.
10. (Currently amended) A method for targeting content to network devices over a data network, comprising:
at a system manager
storing user profiles for plural network devices, each user profile including user and device addressing information;
storing a group profile that includes attributes for targeting content;
matching the user profiles to the group profile to target the content to one or more of the plural devices;
generating individual scheduling messages for the targeted network devices from the device addressing information of the matched user profiles, the messages scheduling download and activation of the content;
and
initiating delivery of the scheduling messages to the targeted network devices at a time when bandwidth utilization is minimal to cause the targeted network devices to download and activate the content according to the scheduling messages.

at each of the targeted network devices,
receiving one of the scheduling messages delivered from the
system manager;
establishing a connection in order to download the content
identified in the received scheduling message from the content store;
requesting the content identified in the scheduling message;
downloading the requested content from the content store; and
activating the downloaded content at a later time according to the
scheduling message free of user intervention.

11. (Cancelled)
12. (Previously presented) A method as recited in Claim 10, further comprising:
a bulk data transfer manager accessing a content store; and
a bulk data transfer agent requesting the content from the bulk data transfer manager.
13. (Original) A method as recited in Claim 10, further comprising providing an interface for an advertiser to identify group profile information to which the content is to be sent.
14. (Original) A method as recited in Claim 10, further comprising:
gathering user information on the network device; and
storing the user information as user profile information associated with the network device.
15. (Original) A method as recited in Claim 10, further comprising displaying the content on a television display device of the targeted network devices based on activation criteria.

16. (Original) A method as recited in Claim 10, further comprising displaying the content on a television display device of the targeted network devices in response to detection of an advertiser specified event.
17. (Currently amended) The system of claim 1 wherein the individual scheduling messages schedule activation of the downloaded content at a predetermined subsequent date and time.
18. (Previously presented) The system of claim 1 wherein the individual scheduling messages schedule activation of the downloaded content in response to an event.
19. (Previously presented) The system of claim 1 wherein the individual scheduling messages schedule activation of the downloaded content in response to a start message from the system manager.
20. (Currently amended) The method of claim 10 wherein the individual scheduling messages schedule activation of the downloaded content at a predetermined subsequent date and time.
21. (Previously presented) The method of claim 10 wherein the individual scheduling messages schedule activation of the downloaded content in response to an event.
22. (Previously presented) The method of claim 10 wherein the individual scheduling messages schedule activation of the downloaded content in response to a start message.